

19 March 1968

MEMORANDUM FOR: C/BSD

SUBJECT : National Service League Award

FROM :

STATINTL

1. I called Mr. Couturier at the National Service League at noon today. Following is the gist of our conversation.

a. Letters were sent to the agencies and departments of winners on 26 February. I told him I guessed I would have to go in deep mourning. He said that Colonel White's case was a most highly considered one and that he was one of the 15 from which the final winners were selected. He also said that the following comments were between the two of us and that if

That the final selection was an exceptionally close one and that he had had four or five calls from members of the committee regarding Colonel White. That frankly, they had run a little scared, that there were four or five nominees in arcane areas and that there were just not enough hard facts when stacked against other nominations of equal merit.

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b. He also said, confidentially, that we should submit this paper again next year.

c. He said that he and Irene had discussed the need for our Agency to do some PR work with the orientation of government people as well as the general public (with an eye to orienting selection panels that there are these jobs being done and that people are doing them). He and Irene had discussed a PR type booklet, which the League is willing to have come out under their imprimatur. The thought is that this would be important in awards programs as well as

in recruitment programs. Mr. Courtier is more than willing and happy to work with me on this if approved. We would have to find the money for the printing expenses and I gather they would take care of the distribution. The idea would be to publicize our winners, using the fact they exist, that they have contributed greatly in this field and that they have done so much.

2. In a sort of an aside he thought I might be interested that they have been given a Ford Foundation Grant for a study to educate and orient at state and local (and federal) levels what is being done at federal level.

Betty

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Remarks:			
You might want to read the attached in preparation for your meeting with Mr. Couturier.			
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